

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of: **Joseph G. Wilson** **Art Unit: 3622**
Application Serial No.: **10/669,791** **Examiner: Namrata Boveja**
Filed: **September 25, 2003**
For: **SYSTEM AND METHOD FOR SEGMENTING AND**
 TARGETING AUDIENCE MEMBERS
Attorney Docket #: **54820-00602**

Information Disclosure Statement

Commissioner for Patents
Alexandria, VA 22313-1450

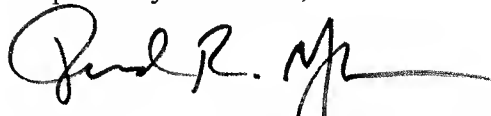
Dear Sir:

In accordance with the provisions of 37 C.F.R. §§ 1.56, and 1.97-1.98, the attention of the U.S. Patent and Trademark Office is hereby directed to the references listed on the attached form PTO/SB/08A. It is respectfully requested that the references be expressly considered during the prosecution of this application, and that the references be made of record therein and appear among the "References Cited" on any patent to issue therefrom.

The undersigned certifies that, to the best of his knowledge, this Information Disclosure Statement is being submitted before the mailing of a final Office Action and therefore it should be considered pursuant to 37 C.F.R. § 1.97(C)(2) and 1.17(p).

The Commissioner is authorized to charge the fee required for this submission under 37 C.F.R. § 1.17 (p) to deposit account no. 032469. If any additional fees are required, the Commissioner is hereby invited to contact Applicants' undersigned representative to arrange payment.

Respectfully submitted,



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Date: October 1, 2010